



People's Democratic Republic of Algeria  
 Ministry of Higher Education and Scientific Research  
 Larbi Ben M'hidi University - Oum El- Bouaghi  
 Faculty of Literature and Languages  
 Department of Arabic Language and Literature



Laboratory of Oriental Studies, Linguistic and Social  
 In collaboration with the laboratory of Héritage and Linguistic  
 studies- university of Tarf

Protection organizes a national conference:

University Abderrahmane Mira of Bejaia

The Mouloud Mammerie University of Tizi Ouzou

Mohamed Lamine Debaghine Setif 2 University

08 mai 1945- Guelma University

University center of Barika

Mohamed Khider University of Biskra



The semiotics of the advertising image between  
 the authority of discourse and the dynamism of  
 interpretation

On: April 16-17, 2024

**Honorary President of the Conference:** Prof. Zohir Dibi

**Faculty Dean:** Prof Badis Sauodi

**President of the Conference:** Dr Farida Dramenia

**General Supervisor:** Dr Nassima Nabi (Director of the  
 Laboratory of Oriental Studies and Linguistic and  
 Social Protection)

**Chairwoman of the Scientific Committee:** Dr Rofia  
 Boughanout

**Chairwoman of the Organizing Committee:** Dr Hinda  
 Kebbouci

### Introduction :

The development of new rhetoric that went beyond the confines of the word to the rhetoric of images, colors, and shapes, whose impact on the recipient is no less than the impact of the rhetoric of the word, was made possible by the communication and information revolution. These new channels allowed the discourse to expand and spread on a large scale.

The written verbal identity and the visual identity furnish the entity of the advertising image that gets stuck in the inside of the addressee with cultural systems and value systems, which makes it a special kind of communication system that penetrates those systems, through which the valuation of the offered and the consolidation of what is valuable, cultural, and ideological are achieved.

Since the advertising image intertwines with linguistic signs and iconic and visual signs, and there are many aspects of its transmission through posters, newspapers, and visual devices, it constitutes a complex and intertwined semiotic system that imposes its own mechanisms at the levels of production and reception alike.

Based on this, the conference attempts to pose a variety of questions regarding modern critical discourse, such as:

1. How is the meaning formed in the advertising image?

2- How was the advertising discourse able to compete with the official discourse? How did he move from the periphery to the centre?

3- What are the cultural references that make up the advertising discourse?

4- To what extent does controlling the mechanisms of analysis within the advertising image contribute to controlling the mechanisms of ideological reproduction within the image?

Objectives of the conference:

➤ Defining the advertising image in terms of its components, channels, and operating mechanisms.

➤ Discovering how linguistic and iconographic signs intertwine in the formation and transmission of meaning.

➤ The publicity image between critical studies and other disciplines.

